

**THE FORMATION OF SELF CONCEPT AND SELF ESTEEM OF
BULLY VICTIMS IN KOE NO KATACHI FILM**



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APPROVAL PAGE

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THE FORMATION OF SELF CONCEPT AND SELF ESTEEM OF BULLY VICTIMS IN KOE NO KATACHI FILM

Abstract

The phenomenon of bullying often occurs in Indonesia. Joseph Sebastian Zebua is an elementary school student who had experienced bullying from his schoolmates. As a result of the bully, he became afraid to go to school. Self-concept and self esteem from bully victims are formed due to the influence of the bully. Bully victims will bring their fears to adulthood which can destroy their future. This bully phenomenon can be caused by many things, one of them is through film. Film becomes a spectacle of many people and can be a reflection of what is happening in society. In the movie Koe No Katachi there are many scenes that show scenes of bully. There are three characters in this film who are victims of bullying at their school. They are Nishimiya Shoko, Ishida Shoya, and Miyoko Sahara. Each of them has a different self concept and self esteem. They have different views of themselves. They feel scared, shy and hate themselves that encourage themselves to commit suicide. The opinions from their friends greatly influence the way they see themselves. As a result, they feel lower or more negative than others. This study aims to see how the formation of self concept and self esteem from bully victims in the film Koe No Katachi. To see that, researchers used Roland Barthes's semiotic analysis as a methodology, through two levels; denotation and connotation with a qualitative descriptive approach. Character's verbal and non verbal act will be analyzed by semiotic theory which then will be studied using self concept and self esteem theory. There are three categorizations in seeing the victim's self-concept; through the views of others, self-interpretation, and environmental comparisons. The victims considered themselves negative from the three categorizations. Bad self concept will lead the characters to have a low self esteem. These behaviors of the three bully victims are illustrated in 11 scenes in the 130-minute film which are selected using purposive sampling.

Keywords: Bully, self concept, self esteem, Roland Barthes's semiotic

Abstrak

Fenomena bullying sering terjadi di Indonesia. Joseph Sebastian Zebua merupakan anak Sekolah Dasar yang mengalami bully dari teman sekolahnya. Akibat dari tindakan bully tersebut, dia menjadi takut untuk masuk sekolah. Konsep diri serta self esteem dari korban bully terbentuk akibat pengaruh dari tindakan bully tersebut. Para korban bully akan membawa perasaan takutnya hingga dewasa yang nantinya dapat merusak masa depannya. Fenomena bully ini dapat disebabkan oleh banyak hal, salah satunya adalah melalui film. Film menjadi tontonan orang banyak dan dapat menjadi cerminan dari apa yang terjadi di masyarakat. Di dalam film Koe No Katachi terdapat banyak sekali adegan yang mempertunjukkan adegan kekerasan dan tindakan bully. Terdapat tiga tokoh dalam film ini yang menjadi korban bully di sekolahnya. Mereka adalah Nishimiya Shoko, Ishida Shoya, dan Miyoko Sahara. Masing-masing dari mereka memiliki konsep diri serta self esteem yang berbeda-beda. Mereka memiliki pandangan yang berbeda-beda akan dirinya sendiri. Mereka merasa takut, pemalu dan membenci diri mereka sendiri hingga mendorong diri mereka untuk melakukan tindakan bunuh diri. Pengaruh dari teman-temannya sangat memengaruhi cara mereka memandang dirinya sendiri. Akibatnya mereka merasa lebih rendah atau lebih negatif dibanding orang lain. Penelitian ini bertujuan untuk melihat bagaimana pembentukan konsep diri serta self esteem dari para korban bully dalam film Koe No Katachi. Untuk

melihat itu, peneliti menggunakan analisis semiotik Roland Barthes sebagai metodologi, melalui dua tataran yakni denotasi dan konotasi dengan pendekatan deskriptif kualitatif. Tindakan baik verbal maupun non verbal dari karakter akan dilihat dan nantinya akan ditelaah menggunakan teori self concept dan self esteem dari Devito. Hasil penelitian ini menunjukkan jika terdapat tiga kategorisasi dalam melihat konsep diri korban, yaitu melalui pandangan orang lain, intepretasi diri, dan perbandingan lingkungan. Para korban menganggap dirinya negatif dilihat dari ketiga kategorisasi tersebut. Meskipun dari pandangan temannya ada yang positif, namun mereka menginterpretasikan diri mereka negatif. Konsep diri yang negatif akan membuat mereka memiliki self esteem yang rendah. Perilaku dari ketiga korban bully tersebut tergambar dalam 11 adegan dalam film berdurasi 130 menit ini yang telah dipilih menggunakan purposive sampling.

Kata Kunci: Bully, konsep diri, self esteem, semiotika Roland Barthes

1. INTRODUCTION

Indonesia was alarmed by the bullying news of elementary students named Joseph Sebastian Zebua in 2017. As reported in Kompas.com news on October 31, 2017 by Akhdi Martin, Joseph was a student from SD 16 Pekayon who experienced bullying from his friends because of his physical considered like Chinese people. He was called as 'Ahok' and received discrimination and was shunned by his schoolmates. Samovar (in Rita, 2015) when the prejudice makes a discrimination to the victims, the victims try to move out from the group of society they live in. Therefore, Joseph became a timid child and no longer dared to go to school. This case of bullying has occurred since there was an expression of hatred towards Ahok for the blasphemy of religion that was broadcast on various media. The amount of television or video spread on the internet regarding discrimination in non-indigenous is one of the causes of this phenomenon.

The rise of bullying cases in Indonesia has caused concern and worry because it can destroy the future of the bully victims. The main impact of bully actions on victims is the disruption of self-concept which later affects the victim's self esteem. The self concept is influenced by many factors from the views of others to the notion of themselves. A negative self concept will lead to low self esteem. Self esteem is considered to be the cause of many social illnesses such as depression and communication failure (Baron & Branscombe, 2011). This is what should be avoided because it can damage the victim's self either now or in the future.

The causes of bully are very numerous, one of them is through media. It could be through television shows, online videos on the internet, or films. Film is an electronic media that displays live images that seem to move reality onto a large screen. Film has always been a favorite media since the first appearance. Film as a mass media is not only as entertainment

but also conveying a message. The messages delivered were very diverse whether they were captured well or badly. Not infrequently the message carried by the film actually brings a bad influence as happened in the case of bully junior high school students in Thamrin City in July 2017. As stated by Yohana Yembise as minister of women's empowerment in the news Merdeka.com July 17 2017, mentioning that one factor that causes bully is film or soap opera that airs in Indonesia which often shows gang scenes and suppression of weak parties.

Film as a medium of mass communication conveying messages in any forms depending on the purpose of the film. However, generally a film can include a variety of messages, both messages of education, entertainment and information. The message in the film is to use the mechanism of symbols that exist in the human mind in the form of the contents of messages, sounds, words, conversations and so on. Film is a communication media that is audio visual in nature to convey a message to a group of people who gather in a certain place (Effendy in Ghani, 2016).

Garth Jowett (in Ghani, 2016) argues film is a reflection of the community. Film always records reality that grows and develops in society, and then projects it onto the screen. Film is able to reflect society because it is urged by its commercial purpose to present content which level will guarantee the reach of a broad audience. The meaning of film as a representation of the reality of society is not just to move reality to the screen without changing the reality, but the film also forms and re-presents reality based on its codes, conventions, myths and ideology and culture (Irawanto in Ghani, 2016).

From previous research entitled Representation of beautiful self concept in a music video by Anisa Cemerlang in 2017, shows how the concept of beauty is shown through video. The concept of beauty is captured using 4 factors of self concept theory by Devito. Beautiful concepts from various group of people are very different depending on people's perceptions, culture, environment and themselves. My research will also use the self concept theory by Devito, but with only 3 factors; people's perceptions, self interpretation and social comparison. But instead of beauty concept, it would be the self concept of bully victims. The research used Roland Barthes's semiotic to find out the signs in Beyonce's video clip entitled Pretty Hurts. In a study conducted by Tri Nanda Ghani in 2016 entitled Representation of bullying in the school environment in the film showed signs that could represent bullying behavior in the film Mean Girls. The results of the study in the form of 5 forms of bullying in the film Mean Girls after being analyzed by Roland Barthes's semiotics. My research also uses Roland Barthes's Semiotics, but with a different film as the subject of the research. My

research will look for signs of bullying and how it forms the self concept and self esteem of the victim in a film called Koe No Katachi.

According to Christina Fisher (2015), actions that can be considered bully can be divided into 4 types. The first is physical action in the form of violence whether it is hitting or just tripping over the legs. The second is verbal bullying in the form of nicknames, ridicule, or humiliation. Third is non verbal or intimidation in the form of coercion or threat to a group to obey the dominating party or excluding people from the society. The last is cyberbullying which can be threatening emails, bad comments, or the dissemination of incorrect information. According to Fante (in Brito & Oliviera, 2013) said that bullying is an aggressive act that doesn't need any reason and occurs in an unequal relationship, resulting in intimidation or harm to others. Bully victim becomes timid, unconfident, depressed or even naughty.

2.METHOD

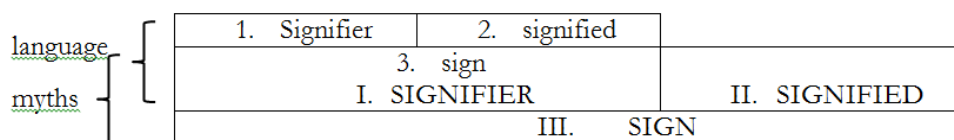
This research is at the level of mass communication because it will examine a film that is communicated to the public through mass media. The method used is descriptive qualitative research because this research produces data in the form of conversation or behaviors that can be observed directly or text (Bogdan in Cemerlang, 2017). The purpose of using this method is to gain a deep understanding of bully actions that can influence the self-concept of victims of bullying as shown in the film Koe No Katachi.

The population of this study is the Koe No Katachi film which then selected several samples to be studied using purposive sampling technique. Purposive sampling is sampling by choosing samples that are considered as 'important' (Bungin in Cemerlang, 2017). The film produced by Kyoto Animation contains many bully scenes throughout the 130 minutes duration. The elements that will be examined in the film are verbal signs, non verbal signs, and the cinematography. Verbal in the film is about the character's dialogue and monologue. Dialogue contains words that can tell the story (Trianton, 2013: 71). Non verbal signs is about how the character behave or habit in the film. The move and the facial expression of the characters are the signs that could convey message. Cinematography is about the camera angle and shot that the film has. Every scene is made in addition to emphasize a meaning to confess through a shot. Not all the scene would be analized, but only 11 scenes that have been selected through purposive sampling.

This study uses documentation data collection techniques because researchers use films and books related to research. The researcher will observe each scene or bully scene

that is concerned with the formation of self-concept in the film Koe No Katachi. In addition, researchers will also use public documentation as data collection, namely by collecting data from the internet and literature studies that are used to collect data by reading various literature, journals, books, and previous research to help researchers analyze the data in it.

The data analysis technique used is the semiotic method of Roland Barthes to find out the bully in the film Koe No Katachi. Barthes divides the sign based on its level, namely denotation (denotation) and connotation (connotation). Denotation is the level of signification that explains the relationship between a marker (signifier) and a sign (signified) which ultimately results in explicit or direct meaning. While the connotation is the level of marking where this level explains the relationship between the signifier (signifier) and the sign (signified) which later produces implicit meaning or interpreted as meaning based on personal and cultural experience (Sobur in Ghani, 2016).



This study uses a data validation technique triangulation theory that uses more than one theory or several perspectives to interpret a number of data (Herdiansyah in Cemerlang, 2017). The data will be studied using self concept theory by Devito and self esteem theory by Devito in order to get better findings.

3. RESULT AND DISCUSSION

Everyone has an image of themselves. The self-view is influenced by the environment in which we live. That view contains strengths and weaknesses, abilities and limitations, self aspirations and worldviews (Black in Devito, 2013). Everyone experiences various communication processes that will form self-concepts of various factors.

Self concept is formed in a long time through a lot of actions. In the film Koe No Katachi there are 3 characters who developed self concept by receiving many influences in the whole film. The three victims are Shoya Ishida, Shoko Nishimiya, and Sahara Miyoko. The three of them get pressure and bad treatment from their friends for years. Every bully victim in this film forms a different self concept. Some of them become coward and self hatred, but not all of their self concept are bad. Good influence by their surrounding help them to have friends while they change into either a better person or worse person.

3.1 Other People's Views

The views of others greatly influence how people's self-concept is formed. As said by Joseph A. Devito (2011: 63) people are viewed differently by everyone. For them you are different from others, but you think that you are exactly like what they see from you. You will appear with different perceptions in people's mind whether it is positive or negative, but that is what they see from you. Adolescence is in emotional peak because of high emotional development. These emotional developments make teenagers sensitive and reactive to various social events or situations (Yusuf in Marela, Machira, Wahab, 2017).

3.1.1 Negative

Friends are people who are close to you and share stories together. Of course they also have views about you while communicating with you. Although often together, not all of their views are good. Negative views from other people can make you feel small. According to Joseph A. Devito (2013: 55) said that if other people degrade yourself, you will also see negative things in yourself. In the film *Koe No Katachi* these three characters had experienced insults that make them feel inferior to others.

A. Verbal

In one scene, Shoya told Mashiba to go when Mashiba try to pry Shoya's dark past. Shoya did not want Mashiba to get involved any further so he drove Mashiba away by saying, "Keep your nose out of it, outsider". Mashiba is a new friend of Shoya and doesn't know anything about Shoya past. Mashiba then feel like he is not friend with Shoya and said his dissapoinment directly to Shoya in the dialogue, "Ishida, you are too awful."



Picture 1. The scene when Mashiba said Ishida was a bad person

The scene was taken from low angle to emphasize that Shoya was lower than Mashiba. Mashiba is pictured standing and looking down at Shoya who is sitting down. Shot is taken in the form of a medium long shot to be able to capture their position. The position where Mashiba is higher and insults Shoya whose position is lower than him.

Peers are one of the factors that can affect your self esteem (Hurlock in Hermawati, 2011). Hurlock also said that what friends say is a reflection of your self-concept in the society. Shoya is considered a negative person by Mashiba verbally. Shoya's behavior is shown limp and afraid in this scene. His eyes are covered with his hands and he is afraid to look Mashiba's eyes. According to Devito (2013), if someone has high self esteem, he will consider himself high, and vice versa. Shoya always feels inferior to others because he is too afraid to face other's face. And this scene was taken from an angle which also illustrates that Shoya is lower than Mashiba.

Another character named Sahara also experienced verbal insults. In a scene when she was in a conflict with her friend, she chose to be quiet and fear to speak. The character named Shoya who knew Sahara since elementary school knows that Sahara doesn't want to get involved in the problem. She tends to close her mouth and run away from the problem. Shoya then said to Sahara in the dialogue. "You're just gonna run and regret your cowardice again, anyway."



Picture 2. Scene when Sahara is insulted by Shoya

The scene was taken from a medium shot to get Sahara's expression after being mocked by Shoya. The take angle is taken from Shoya's eyes from below. The

shot taking was to show the shocked expression of Sahara which was reacted to Shoya's words. Sahara's eyes opened wide and her mouth gaped couldn't say anything. In this scene, Sahara can't speak her opinion, and she can't tell the truth that she was bullied by Ueno and Kawai to her other friends. She is also acting like she is lower than Ueno and keep feeling guilty toward Shoko.

All of her friend have known that Sahara is a coward person. People who always feel guilty in excess, are unsure of themselves, feel unequal with others, and are unable to be honest, are the characteristics of people who have a negative self-concept (Simanungkalit, 2016). Sahara's behavior make her friend already marked her as a coward who can't deal with problem or when she is in under pressure. In this scene, Sahara is maintaining her behavior. She doesn't want to make a move so that people will not judge her even more. Negative opinions from the environment can reduce your self esteem. Especially from peers you often meet. Carl Rogers (in Devito 2013) says that people who always give or remind you of bad points are people you should avoid. The image of yourself will always be negative if people always say negatively to you, on the contrary, you must be able to accept all your badness and remember the positive points.

B. Nonverbal

Shunned and deliberately excluded from the surrounding social is a nonverbal or non-physical bully. A character in a film called Miyoko Sahara experiences bullying in nonverbal. As in one scene Sahara was ridiculed by a character named Ueno for her old clothes. Sahara always wears lame clothes, but it turned out that it was the material of another girl's scorn. In that scene, Ueno and her friends were chatting about a television program and a trendy artist at the time, then Sahara and Nishimiya walked past in front of them. Ueno then looked sarcastically at the two of them and insinuated Sahara directly in the dialogue, "Aren's her clothes lame as hell?". Which then continued by the laughter of her friends.



Picture 3. Scene when Ueno talks about Sahara who is dressed lame

This scene is taken from a medium shot to get the four characters who are talking about Sahara. But still want to get a cynical gaze from them addressed to Sahara that passes in front of her. Judging from the gaze that glanced narrowly like the picture showed a look and expression of displeasure at something. In the next scene there was laughter from other girls after Ueno insulted Sahara.

The development of people's identity cannot be separated from self esteem which is a form of evaluation of attitudes that is based on feelings of individual awareness that can be either positive or negative feelings (Mruk in Sanjaya, 2017). In this scene, Sahara is afraid to even look forward, and feel embarrassed. Being ostracized or rejected in a friendship is a bully that can hurt a person's psychological condition (Williams in Baron and Branscombe, 2011). Sahara become a shy child that makes har only have on friend in school. Sahara has a low self esteem as evidenced by her behavior in the school environment. Sahara is always feeling insecure and doesn't have a good communication skill in school.

C. Violence

The act of violence experienced by a character named Nishimiya Shoko also influenced her cowardice. Shoko has been physically bullied since childhood. She is often bullied by violence. She is considered as the source of problems and is not needed by her friends. In a scene when she is in a school park, Shoya saw Nishimiya trying to get into Ueno's circle of friends, but actually Nishimiya made their friendship awkward. Shoya thinks that Shoko cannot be integrated with her environment. Shoya throws sand at Shoko when Shoko tries to get close and befriends with Shoya. Shoya then said to Shoko in the dialogue, "you're gross!".



Picture 4. The scene when Shoya drives out Shoko in a rude manner

This scene is taken from a long shot shot to get the position of the two characters namely Shoko and Shoya. The background is a playground in the children's park that looks like a grid in the camera. The grid can describe how close they are. Especially when Shoko approaches Shoya to ask him to be friends, then Shoya throws sand to Shoko and makes her back away. Shoya's mad facial expression is piercing Shoko's dust covered face. The shooting angle is not necessary because the position is more drawn from the eye level angle.

Shoya doesn't want to be friends with Shoko because Shoko is considered a waste that is not needed. Therefore, Shoya throws it with sand which is also identical to the word 'dirty'. Shoko feel as someone who is not important and not needed by her friends. Shoko was driven away by using acts of violence. Bully physically has a harder impact because it has memories of pain. Bully victims are usually more anxious, alert, feel insecure or timid, sensitive and quiet (Storch, Masia-Warner, Crisp, & Klein in Fisher, 2015). Anxious and insecure feelings will curb individuals to act in their society.

According to Monks (in Hermawati, 2011), said that one of the factors that influence self esteem is the social environment. The social environment where individuals live can affect the formation of self esteem. Shoko was shunned by her friends and was driven away by Shoya who made herself unappreciated in her school environment. Shoko's self esteem is low because no one wants to be friends with her. Shoko in the film is described as someone who is always alone when doing activities at school. No one accompanied her or helped her when she was bullied.

4.3.1.2 POSITIVE

A. Verbal

Not all assumptions received by bully victims are negative. Some of their close friends know the true nature that no ordinary friend knows. The character named Shoko had been bullied since childhood which made her a strong person. Shoko always dares to face everyone who bullied her. She also always dared to solve the problems she had.

The character named Sahara is very impressed by Shoko's courage. Sahara said in the dialogue "You're strong." In the scene when Shoko invites Sahara to resolve a long-standing conflict. But Sahara is too scared to face her friends. Shoko comes and invites her to resolve the conflict. The scene is shot medium to get the closeness between Shoko and Sahara. The shots taken are more focused on Shoko and Sahara's behavior which is very different. Sahara looks limp and lacks enthusiasm, while Shoko looks stuttering and brave. Shoko also holds Sahara's hand so that Sahara is more confident. Judging from this, Sahara feels Shoko is a strong person. Even though Shoko was treated negatively by her friends, her psychological factor could help her positively. According to Monks (in Hermawati, 2011), said that if the psychological factor in the form of self-acceptance can direct themselves to behave in the social environment they live in. With this self-acceptance, Shoko's self esteem becomes high and confident to act. She became brave to face other people to solve her problems.

B. Nonverbal

Shoya, although known as a naughty and evil boy, is still considered a good friend by his close friend Tomohiro Nagatsuka. Nagatsuka always accompanied Shoya everywhere, even treat him money. The nonverbal sign shown by Nagatsuka's behavior can describe if Shoya is a good friend. Nagatsuka also cried when Shoya entered the hospital and said how sad he would be if Shoya died in the accident.

Concern from a friend can improve individual self esteem. Friendship and affection can improve people's self esteem (Monks in Hermawati, 2011). Shoya slowly became someone who was brave and confident since he has friends at school. Nagatsuka became a good friend who always accompanied him in the problems he faced. Having people who always tell good values about ourselves can help us

improve the image of ourselves (Rogers in Devito, 2013). Nagatsuka shows the kindness that Shoya has with his care. People who always act well on ourselves will give a positive impression that makes us feel better and optimistic (Rogers in Devito, 2013).

3.2 Self Interpretation

The factor of self-concept formation is not only an image of what others say about our actions, but also how we respond to our own actions, we interpret them and evaluate them (Devito, 2013: 56). The views of others are only one of the factors that influence people's self-concept, but how you view yourself is also important in the formation of the self concept.

3.2.1 Coward

Sahara and Shoya both consider themselves to be timid individuals. Sahara told others that from childhood to adolescence she is still afraid to face problems. In a scene, Ueno snaps at Sahara to say her opinion. Then she didn't dare to say it, instead, she said if she was afraid of Ueno. The shot was taken from a higher angle to show the view of Sahara looking down to floor and not seeing Ueno while talking to her. Sahara was angry at Ueno at that time, but her voice was low and short. The shot is taken with a long shot to show the distance between the two of them and the difference in their body height, but Sahara is still afraid of her. Sahara always feels inferior to people who have problems with her. Her voice is always smaller and anxious when talking to Ueno. Although her body is bigger than Ueno, she is afraid of her. Her self esteem became small when dealing with Ueno. Sahara is afraid if she makes a mistake in front of Ueno which can cause her to be bullied. So she always keeps her act to a minimum.

According to Butler (in Devito 2013), the principle that you have to make other people happy, can reduce you self esteem. Your self esteem is depending on that person think of you will burden yourself. Sahara always takes care of her behavior in front of Ueno so that Ueno doesn't bully her. Sahara's self esteem is low when she wants to adjust the expectations of others. That also makes her afraid to face people who have problems with her. Sahara's self esteem is low because she is unable to express her feelings. Simanungkalit (2016), mentioned that people who can't be honest about their feelings and always feel lower than other people, are the characteristics of a low self esteem person.

Another character named Shoya also experienced the same thing. Shoya is someone who is timid when dealing with other people. He never dared to look directly into someone he doesn't recognize. He always isolates himself and avoids interacting with other people. Unlike Sahara, Shoya is not confident when talking to all people who are stranger to him. This is illustrated in several scenes where he always closes his ears and closes people's faces with a 'cross' sign.



Picture 5. The scene when Shoya avoids people around him by closing himself

In this scene Shoya does not dare to interact with people around him. He does not want to hear what other people say and does not want to see other people's faces. He feels scared when interacting with other people. He seclude himself from his surrounding as if he doesn't care about what is happening around him. His confidence is so low that he always closes his eyes and looks down when walking and talking to other people.

This scene is taken at an angle to the eye level so it can show around Shoya. The shot also used a close up medium to see Shoya's face and the faces of the people around him covered by a 'cross' sign. Shoya covered the stranger's face with a cross as if he didn't want to know the person. Baron & Branscome (2011) said that someone who has low self esteem will tend to judge everyone in general as something negative. Shoya considers all others to be bad so he doesn't want to interact with them. People who has a good self concept will tend to have a good communication skill and the vise versa (Irawan, 2017). Shoya doesn't have friend because he can't face and talk to stranger in his school. Roeleveld (2011) showed that bully victims have difficulty to make friends and aren't popular, they also appear to be unsatisfied with their look and

they do have a low overall self esteem. In this film, Shoya prefers to close himself and separate himself from the environment he lives in.

3.2.2 Self-Hatred

The two characters named Shoko and Shoya are bully victims who make them hate themselves. Both of them once attempted to commit suicide. The act of bully that they experience, both verbal / nonverbal, physical / non-physical, greatly influences their self-concept. Shoya once told himself that he hated himself. He feels excluded and is not part of the social environment he lives in. In one scene he also told his friend that he did not have the right to live anymore. Until finally he committed suicide. According to Barzilai et al. (in Selma, 2018) said that bully victims at school often have thoughts or ideas of committing suicide. Bully victims tend to have suicidal thoughts higher than those who aren't involved in bully cycle (Selma, 2018).

There are many scenes when he asks to himself, "do I have the right to enjoy life?". He always feels if he is no longer needed and does not have the right to feel pleasure. For example, in the scene when Shoya and his friends went to the playground. In that scene Shoya feels a friendship that he hasn't felt for a long time. He was even embarrassed to smile and enjoy the game. Until he asked himself in the dialogue, "Do I have any right to have so much fun?". The scene is always taken from a close-up shot to show his expression that slowly turns from anxious to happy. Another shot is a long shot to show Shoya's friends walking beside him. He considered that he could no longer feel pleasure because he hated himself. Shoya had been regarded as someone who was not needed. According to Rogers (in Devito, 2013), self-acceptance of failures that have occurred is a way to improve self-esteem. But Shoya could not accept the bad things he had done before. He is still confined by a bad image about him and causes his self esteem to be low.

Another character who hates herself is Shoko. Shoko never showed her weakness in front of other people. She is always described as a strong individual. But actually, Shoko hated herself that she want to end her life by jumping from the apartment where she lived. Shoko always acts as if everything is fine so there are no other characters in the film who realize that Shoko is harboring hatred toward herself. In the scene after she attempted a suicide that was foiled by Shoya, she began to open up and recount her sadness. The scene was taken a lot with a close-up shot to show Shoko's face crying. The

camera shot also prioritizes Shoko's hand movements when she speaks using a body language (sign language). Shoko's hand movements seemed to tremble and showed how emotional she was in the scene. Shoko talks to Shoya in the dialogue, "It's all my fault. If only I were gone". In the dialogue Shoko assumed that she should not be there. She felt that if her friends would be better if she never existed. She blames herself for everything that happened and plans to commit suicide so she no longer causes trouble to her friends.

Shoko never shared stories about the sadness she had and always pressed her feelings to make them look strong by others. According to Butler (in Devito 2013) said if we force ourselves to be strong and do not want to show our weaknesses, our self esteem can decrease. Shoko always held her feelings back and didn't want anyone else to think she was weak just because she was deaf and different from the people around her. The pressure she felt was burdensome and made her feel depressed that want to end her life by suicide. Depression is a result of a person's low self esteem. According to Baron & Branscombe (2011) said that low self esteem can cause many social diseases, one of which is depression. Shoko's low self esteem makes it difficult for her to have friends and socialize. Extreme loneliness can cause an urge to commit suicide (Ausbel in Monks, Knoers, Hadinoto, 2014).

3.3 Social Comparison

Comparisons are made to see who we are compared to the people around us. By comparing yourself like that, you can see from another perspective about how good or bad you are compared to other people who have the same fate (Devito, 2013). In the movie Koe No Katachi, a character named Sahara always compares herself with Shoko who both experience bullying at school.

Sahara considers herself weaker than Shoko. She felt Shoko was stronger in dealing with problems when she could only hide and run away when problems came. In the scene when Shoko invites her to meet and solve a problem, Sahara looks limp and scared. The sentence and tone of voice that she speaks was low and short. The scene was taken with a medium shot to see the movements of Sahara's body that seemed uninspired and Shoko's body that stood firm. Her eyes always looked down and did not look at Shoko's eyes when talking to her. The shot taken was more focused on the different movements of Sahara's weak body and Shoko who was strong in responding to the problem. Sahara then told Shoko in the dialogue, "I'm not as strong as you". In her words, Sahara wants to convey if she is weak and

timid. She compared herself with her friend, Shoko, who she considered stronger in dealing with problems. Sahara says it verbally or directly to Shoko if she is weaker than Shoko.

The bully action that Sahara received made her look for someone who is in the same boat as her. Devito (2013) says if we want to feel positive then we can compare ourselves with people who are inferior to us, but if we want a more accurate assessment of ourselves, then compare it with the same level person. Sahara sees Shoko as someone who is in a same level with her. But Sahara assesses that she is lower than Shoko and considers herself as negative.

This comparison makes Sahara does not respect herself. Sahara's self esteem is low after thinking of herself as worse than others. According to Vogel et al. (2014) mentioned that when we compare ourselves to someone better than us we could get inspired and get better, but most of the time we would feel inadequate and have poorer self evaluation, therefore a low self esteem.

4. CONCLUSION

The formation of self concept is not instant. There are many influences around the bully victims that affect them to developed their self. From a small act like being glared by other people to physical action that hurt them directly. Those kind of acts of bully created impacts on the victims through years of living. In the end of the day, even an ignorant character like Ishida Shoya who doesn't care about his surrounding still received impacts from the environment. Therefore, everybody has their own judgment about what they feel. Bully doesn't make the victims have the same self-concept, but instead different from one another. Bully victims form their self concept by hearing other people's words about them. Other people's descriptions to the bully victims make the victims form the same image as what is said to them. Then by seeing and assessing themselves, they begin to form a picture of themselves through their perspective. They begin to assess their behavior and actions, whether positive or negative. In addition, they also see themselves from the point of view of the same level person, by comparing themselves with fellow bully victims. Even so, not all images of victims are negative, there are some positive things. Whereas, self esteem that is formed in the victims are all low. Victims feel inferior and cause a number of social ailments, like depression. All victims have difficulty in socializing and feeling depression whether shown or not. Based on the data already presented, it can be concluded that a negative self concept will cause low self esteem. Judgments from other people or inner self make bully victims don't respect themselves. Environmental factors also shape their low self esteem.

Bully actions carried out by surrounding friends make the victims not confident and judge anything negative in general. The victims brought pressure from the bully to a large extent. Bully victims will suffer from these bad memories which will always reduce their self esteem if they cannot accept it. It will also damage the future of the victims if there is no help from the people around who can provide positive things for them.

This research only focused on victims who experienced bullying. The self-concept of victims is formed because of the bully they experience, but the self-concept of the perpetrators of bully is not discussed. The self-concept of bullies is certainly also formed by the actions they make. Future research might be able to see the self concept or self esteem from the perspective of the victim as well as the perpetrator to get better finding data.

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